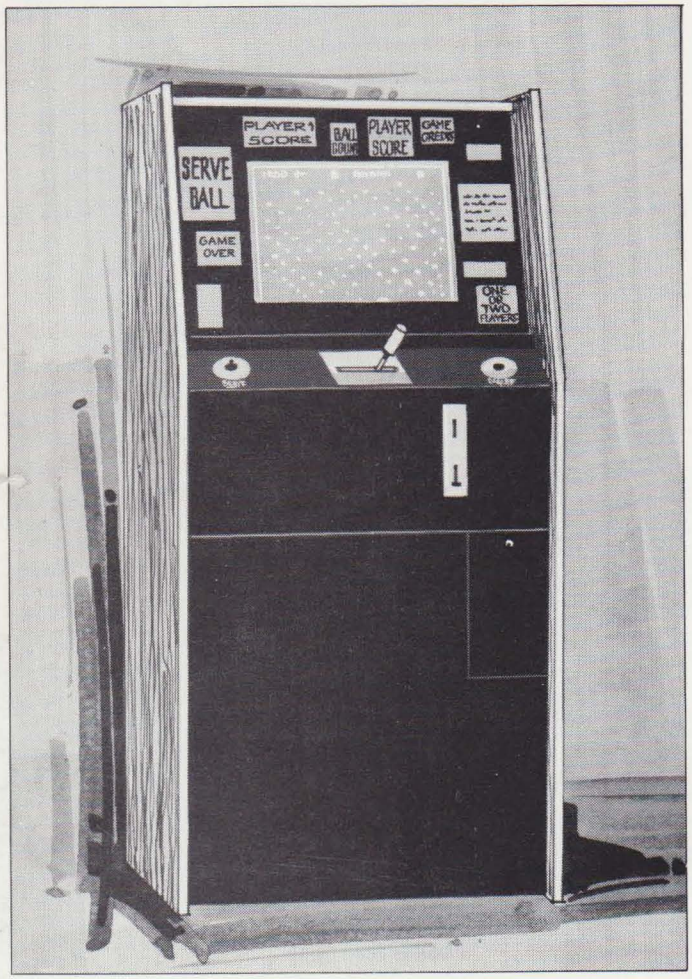
THE MUSIC AND AMUSEMENT OPERATORS NEWS MAGAZINE

CANADIAN
Coin Box
MAGAZINE

August 1974



FLIP-OUT

Volly's newest video game

ONE or two players

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TWIN PIRATE

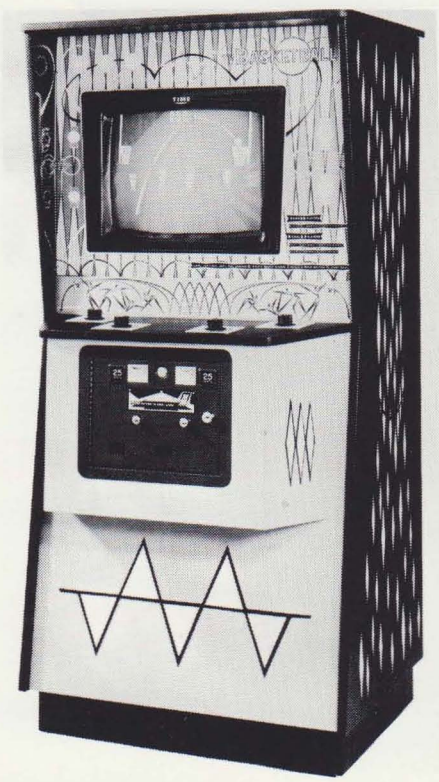
Midway's "Twin Pirate" is a ray gun with positive shot action that shows where the actual shot was made.

"Twin Pirate" can be played by one or two players with multiple targets to shoot at. Each player has their own hit sound.

It features the rocking and rolling sea scape with numerous pirates, climbing up and down the masts, peering from behind the bulkheads and rowing boats across the target area. An octopus and a parrot also enter the target area.

"Twin Pirate" offers variable coinage, optional tape unit, and is shipped with double 25¢ coin chutes unless specified. The dimensions are 29½" wide, 35" deep, and 70" high.

Your requests have been answered for a twin gun so place your orders early.



T.V. BASKETBALL

Midway introduces a new game called "T.V. Basketball" a two or four player game, with digital timing and digital scoring, and all reliable solid state components.

This new fast moving T.V. game has offensive and defensive action, and authentic two point scoring. The animated players and baskets makes this exciting game a must for all your locations.

When the game is played as a two player you control both the offensive and defensive players, as a four player your partner controls one of the players and you control the other player.

This exotic looking cabinet size is 27½' wide 24" deep, and 65" high, and is shipped with double 25¢ chute doors priced at two players 25¢, and four players 50¢.

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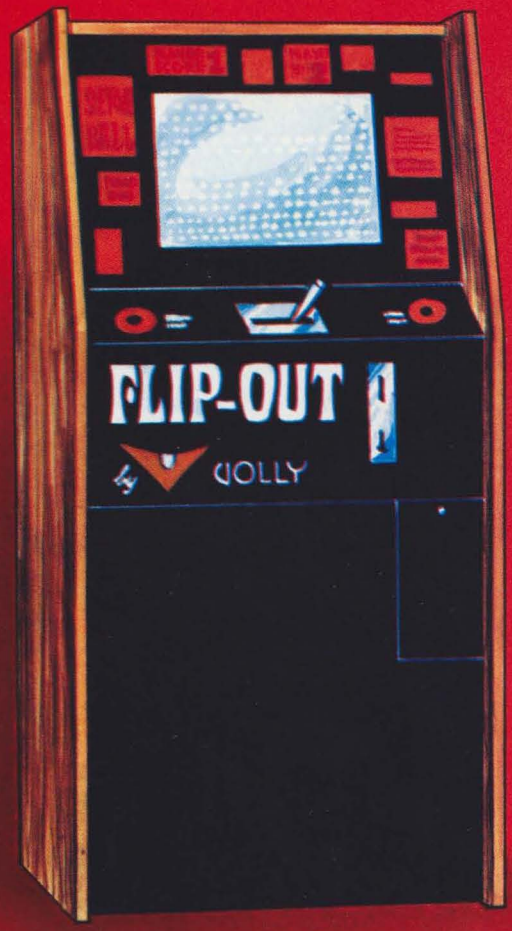
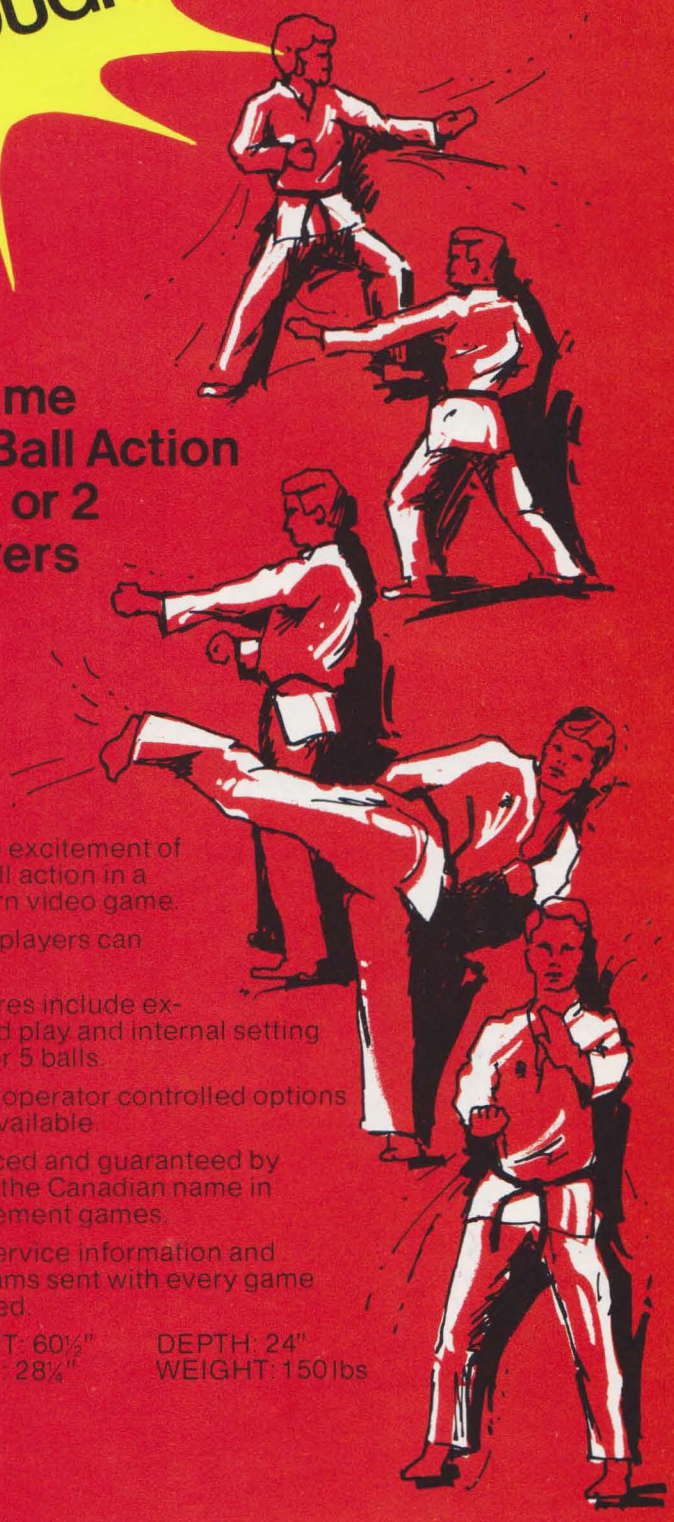
FLIP-OUT

The Video Game with Pin Ball Action for 1 or 2 players





- All the excitement of pin ball action in a modern video game.
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New Spacelab 1Pl Released by Wms.

Wms. SKYLAB 1Pl

— Williams Electronics has released its new single player flipper 'Skylab' to the games industry and it's clearly one of the most attractive pins seen in years. From a graphic standpoint, Skylab is a superb combination of art and color. From a play-appeal stand, it's packed with scoring features, topped by the looping captured ball feature center in the playfield.

It's got a "Rocket" special extra ball feature, plus the Spacelab bonus (doubled on the last ball).

Combined with a generous compliment of thumpers and rollovers, the Skylab should command good collections and long life on location.

The new flipper should be available for inspection now at all Williams distributors.

Atari Bows New "Trak 10" Game

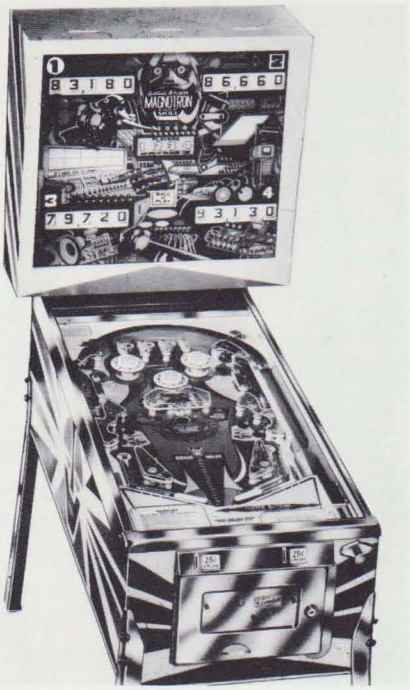
— Atari, Inc. has announced the introduction of a new version of their 25-cent play electronic video game, Gran Trak 10. Called "Trak 10," it's a versatile location piece packaged in a smaller, wood-grain cabinet suitable for a large number of non-arcade uses. At the operator's option, a free game may be given to players who score 20 points.

Trak 10 has all the features of "Gran Trak 10." It consists of a video-generated race car which the player must negotiate through a Grand Prix-type race track. The car is controlled with a steering wheel, 4-speed stick shift (R,1,2,3) and foot pedals for gas and brakes. The game also has sound effects such as a roaring engine and squealing tires. There is even the noise of a high-speed crash when the car hits a wall.

Trak 10 has an added feature which gives even more realism to the game — an "oil slick" right in the middle of the track. When the car speeds over this hazard, the brakes momentarily lock and it goes into a screeching skid.

Due to production efficiency, Trak 10 is priced several hundred dollars under the arcade version, GT10, according to Atari.

Gottlieb Shipping 'Magnotron' Flipper



D. Gottlieb & Co. has released its new Magnotron four-player pingame to the international coin trade.

The table offers an abundance of exciting playing features, including a captive ball bonus booster which adds multiple bonus advances, and an A-B-C sequence activated by 5 (five) rollover buttons (which controls green and gold star special scoring targets).

The game also has a ball recovery gate activated by a kick-out hole which increases its own scoring value the more times the ball drops in. The kick-out hole value can go as high as 5000 points.

Magnotron also has two side kickers which really creates cross-field playing excitement. The last ball in play scores double bonus.

Amusement operators are invited down to their nearest Gottlieb distributor for an inspection of this newest pintable. Foreign operators who are particularly fond of four player flippers should contact their distributor to determine delivery date.

Chicago Coin Introduces Six-Player Puck Bowler

CHICAGO COIN'S PRO BOWL

CHICAGO, Ill.— Chicago Coin Machine Division, Chicago Dynamic Industries, Inc., has recently introduced its Pro Bowl, six-player puck bowler.

With the Pro Bowl, players may select five different ways of playing, regulation, regulation with beer frame, flash-o-matic, keep striking, and chime bowl. The regulation scoring is according to A.B.C. bowling rules; in regulation with beer frame, the game scores in frame five as in A.B.C. bowling rules; with the flash-o-matic feature, strikes and spares score by flashing lights on the playfield, the player can shoot as long as he keeps striking in the keep striking feature; and with the chime bowl, a chime sounds to announce that a strike in frame 3-6-9 scores and additional 500 points.

The cabinet and playfield, the firm explains, are styled to catch the eye of the customer. "The game combines high scoring and realistic action," Chicago Coin notes. The firm suggests 25-cent play.

Pro Bowl is 34" high x 3" deep x 35" wide and weighs 515 pounds.

Further information may be obtained by contacting local Chicago Coin distributors. The firm is located at 1725 West Diversey Boulevard, Chicago, Illinois 60614.

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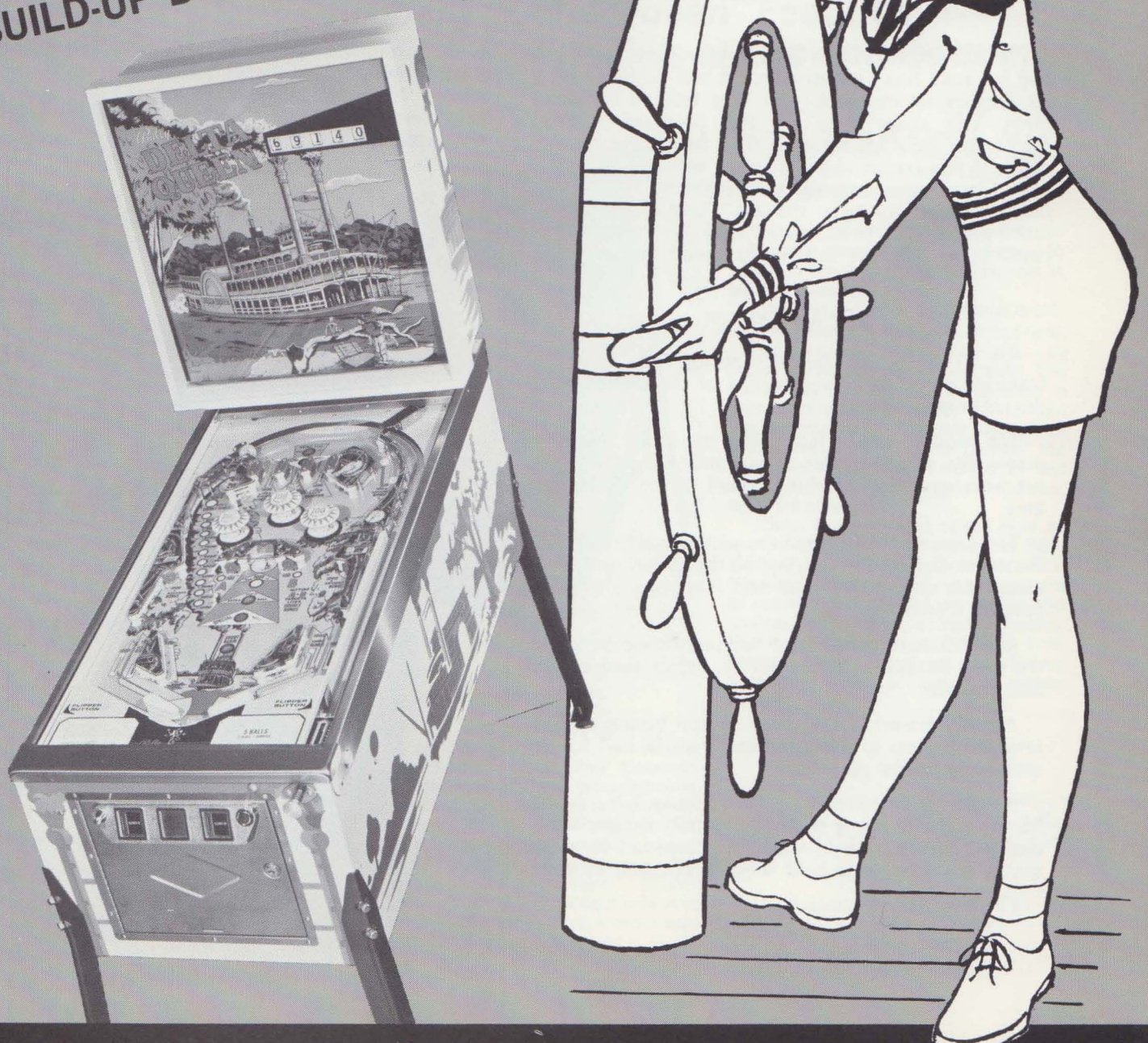

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More Troubles for Record Materials -- Plastics Manufacture Discovered Dangerous To Employees' Health

The Polyvinylchloride vapour or gas now present in the factories producing this plastic used largely in record production is suspect as a possible cause of cancer of the liver. There have been some twenty known cases in the U.S. and further ones in England. In the latter country, there is already a flap over the conditions under which people work in manufacturing P.V.C. and Government intervention in factory conditions. Now, U.S. Labour has got the bit into its teeth and has begun to get very tough over factory conditions in that country. Despite tougher Government standards which set very much lower permissible levels for vapour in the air (under a tenth of what was previously permitted) labour wants even tougher regulations — no detectable vapour whatsoever. Better ventilation and a general tightening up could, and has already, reduced vapour levels but the labour demands are so tough that it is feared production of the basic materials may come to a stop.

Higher "Mechanical" Royalties Would Affect Canadian Juke Box Operators

Forthcoming U.S. copyright revision may not be so bad for Juke Box Operators but it will probably be a bit tougher on everyone who uses records including them. This arises from the new proposal to raise mechanical royalties for each tune from 2½c to 3½ cents. If this comes about it might well kill proposed record performance royalties or payments for playing records by T.V. or radio stations. There is also a proposed amendment to accept $8 Juke Box/year fee for performance without latterly proposed riders which would permit this sum to be reviewed at intervals and possibly raised. This would include cost of living increases. If the mechanicals go up to 3½c it would mean another $79,000,000.00 per year for authors and publishers but nothing extra for record makers or performers.

At present Juke Box Operators do pay mechanical Royalties and this includes Canadian Operators. Therefore, any increase in Mechanicals would also affect them.

"PLAYTIME"

"PLAYTIME" is Midway's newest T.V. sensation featuring complete player control of the paddles over the entire playing area.

The paddlies can be maneuvred up, down, sideways, diagonally, and in circles. If you miss up close in the net area, you can still hit the ball in the back court area.

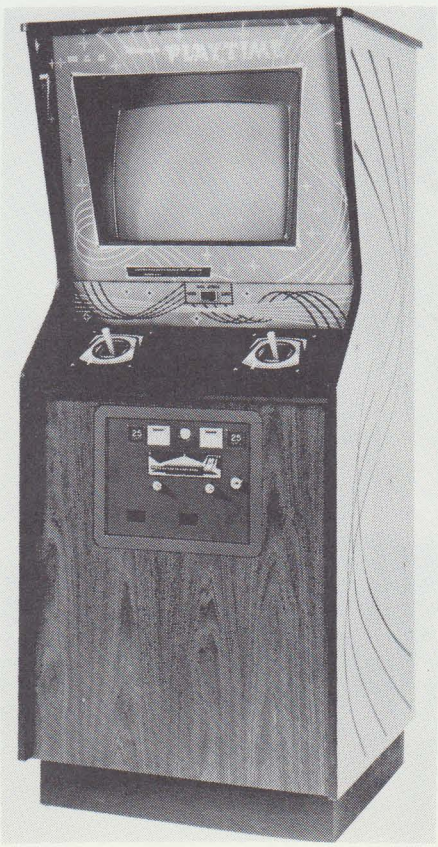
To eliminate the ball and the paddle conflicting with the score during the playing of the game, the score disappears during that time and reappears after each point is scored.

A significant improvement has been made in having the serve stationary for the server, rather than serving automatically.

Another feature is the speed control button that allows the players to select the speed of the ball for the average or skillful players.

Adjustable time control, a 19" monitor T.V., double 25c coin chutes, along with a beautifully designed cabinet that measures 26½" wide, 24" deep, and 64" high, makes this T.V. game built with the operator in mind.

For information contact:
Midway Mfg. Co.,
3750 River Road,
Schiller Park, Illinois 60176



Record Production May Suffer Due To Suspected Dangers of Chemical Production

The cancer scare caused by over 20 cases amongst workers in P.V.C. plants in the U.S. and Britain could have a damaging effect on record production and it could spread to other countries. Some of Britain's major plastics manufacturers have already cut back plastic production by up to a seventh as a result of having to slow down output in order to achieve greater safety.

Vinylchloride Monomer one of the constituents of records and other plastics seems to be the culprit in causing the disease though a great deal of evidence still has to be gathered. Nevertheless in plants where the vapours of this substance have been present — employees have been found with cancerous livers and the chemical is getting the blame. There are fears that unless something is done, production may have to be suspended entirely and this would have serious repercussions on the record industry.

No Chance of Revised Copyright Laws in U.S. This Year

Once again it seems as though Juke Box Operators will get another respite from the provisions of any new copyright laws before the U.S. Government. It is now conceded that legislation proposed to change the laws at present before the U.S. senate hasn't a hope of being passed by the present Congress even though it gets through the upper House. Once again nothing big can happen before 1975. However it is very possible that two aspects of revised laws will be passed on a temporary basis; one is, yet another extension on personal copyright, this has been going on since 1962 in anticipation of a comprehensive law change which will extend the term of copyright and, an extension of the anti-piracy bill of 1972 which is essential if U.S. works are to get protection abroad under the Geneva copyright convention.

Once again, Canadian and American Juke Box businessmen can rest a bit easier for the rest of their year.

Bally "Delta Queen" Features Specials at Top and Bottom

Bally Delta Queen IPL

— Announcing delivery of "Delta Queen," new single-player flipper pinball, Paul Calamari, sales manager of Bally Manufacturing, pointed out that a ball may score special the minute it enters the playfield and again as it nears the bottom of the panel.

"A ball crossing the center top rollover," Calamari explained, "scores special, when the special light is lit. And a ball shot into the bottom kickout hole also scores special, if the light is lit. Or, instead of ringing up a special, the center rollover or lower kickout may deliver an extra ball to the shooter tip, if the extra ball light is lit, instead of the special light.

"Either the special light or extra ball light lights, when bonus is pushed up to 10,000. Then the two lights alternate at each 10-point hit.

"Although the advancing bonus is collected, when the ball goes in out-hole, the bonus can be collected by skill — by shooting ball into top kickout hole. The bonus may also be doubled by skill. In recent games, the double bonus light was automatically lit on the last ball of the game. But in 'Delta Queen' the double bonus light is lit only after skill shots hit the A and B targets in the center of the playfield.

" 'Delta Queen' is one of the most attractive games to come out of the Bally studio in years. Indeed, the picture of a Mississippi river boat on the backglass is so realistic and colorful we predict the glass will be sought by pop art collectors. But they'll have to wait a long time because 'Delta Queen' will enjoy a long reign on location as queen of money makers."

Pinball Game Trials in Kitchener-Preston- Waterloo Have Implications For The Future of the Games in Ontario

By the end of this month (July) a court decision should come out of a southwestern Ontario Courtroom which will determine the future legal status of Pinball machines in the Province of Ontario. Final hearings are to be held on the 29th of July in the Kitchener-Preston-Waterloo area wherever a free courtroom can be found, in the cases of Peter Davis, Orienna Currie and John Lucas. They have been charged by law enforcers of the Province of Ontario for "keeping a common gaming house." The charges arise out of police raids and "gumshoe" work carried out against a pinball tournament held by the three defendants on April 27th last in Mr. Lucas's Lucky Seven Billiards parlour in Waterloo. The case came up in Kitchener on the 10th of July and was adjourned after some of the police witnesses had given evidence for the prosecution. Six others, scorekeepers and assistants, including Mrs. Currie's 21-year-old daughter, were also charged originally, but when the case came before the court, the prosecution withdrew its case against these "minor participants."

At the Kitchener hearing, the main evidence was given by two O.P.P. plain clothes constables, Armstrong and Mace, who infiltrated the tournament underway at the Lucky Seven. According to people present, this pair attempted to engage people in placing bets with them on the outcome of games taking place; the red-headed man being particularly perisistent in his efforts to get people to bet, apparently with no success, whatsoever. Neither would admit to this activity in court.

In their evidence at the first hearing in Kitchener, both constables were forced to admit that skill did play a part in the score obtainable in playing Pinball Games but that chance also affected it. Under cross examination they also admitted that in other games such as golf, once the ball had left the tee, skill no longer counted but chance due to other influences could affect the ball's flight and in this the player exercised no control.

On the same day as this Pinball Tournament case was heard in Kitchener another one predating it also came up. It involved the same Lucky Seven Billiard Parlour's proprietor, John Lucas, who had four Pinball machines siezed on his premises back on the 2nd of January when the Waterloo regional police carried out a raid. Once again police witnesses said that the player had some control but couldn't have complete control of the game to influence the score.

On the basis of this evidence, the prosecution apparently didn't think it was going too well so, when the case again came up on the 15th of July in Preston, the prosecution produced as an "expert" witness, William Campbell, a researcher employed by the National Research Council of Canada. His evidence was to the effect that although skill was a factor in the scores obtainable in Pinball Games, there was still a degree of chance in them. This witness and the policemen on the earlier occasion were given a very thorough and searching cross examination by Toronto lawyer, C. S. Barnett, acting for the defendants. It was also revealed that prior to the tournament which resulted in the raid of 27th April, Mr. Davis removed the coin mechanisms of the machines used and offered to let the Waterloo Regional Police check them. They were of the same sort which had been ruled legal by a court decision rendered in Ottawa in 1973.

During this month of July there has also been more activity in the "battle" between Ontario law enforcement authorities and Pinball Operators. This time several small arcade and isolated machine Operators at Sauble Beach on Lake Huron came in for Ontario Provincial Police attention during the first week of the holiday month of July. They were told by O.P.P. officers to take out their Pinball machines or they would come in for "serious attention." Not wishing to lose

their equipment, possibly with thoughts going back to when, several years ago the O.P.P. massively raided the resort and siezed games during the August holiday weekend, Operators pulled out their games and suffered financial loss to the extent of hundreds of dollars each. Curiously enough, this occurred prior to the beginning of the trial involving Messrs. Lucas and Davis and Mrs. Currie. Then, the police never turned up as promised on Friday, July 12, the date they had given to get the machines out of action. Could this have had anything to do with the way the trial down south went? Finally, the Sauble Operators were advised by the O.P.P. on July 22nd that they could put their Pinball Games back into service in their arcades and on locations. The advice was to the effect that word had come through from the office of the Attorney General of the Province that these machines could Operate until further notice. Could this have been in any way influenced by the course the trial had taken at Preston? Some short time ago a story appeared in the Guelph, Ontario, Mercury to the effect that that city's Police Chief had claimed instructions from the Attorney General's Department directed that Pinball Machines should be dealt with as being illegal.

Coincidences, Perhaps! Perhaps not! Certainly, the pinball situation in Ontario is very much tied up with the thoughts and directives of the Province's Attorney General and not merely isolated Police Officers. The timing and actions of the O.P.P. in respect of Pinball Games at Sauble Beach, coming as they did and taking the line that they did when the Kitchener Preston trials were in various stages of their hearings do certainly provide food for thought.

The outcome of these trials will, indeed, be pertinent to the future of pinball game legality in Ontario.

Large Increase in Price of 45 RPM Singles Now General --Ops Costs Substantially Increased

Following the lead of Columbia earlier this spring, large numbers of Record Companies in the U.S. have now bumped up the suggested retail prices for their 45 RPM records. The new price is $1.35 and it is now general in that country. However, there are large numbers of deals offered, particularly where large numbers of records, a hundred or more, are purchased at a time and, in these cases, free records in numbers which amount to 30% discounts or more are made so that Juke Box Operators are still able to buy their records at well under a dollar. In Canada, even before these latest U.S. company increases many Operators were compelled to pay over a dollar each for 45 RPM singles.

Price increases are world wide this spring. One of the largest British Record Makers has just put up the price of its singles in England from $1.26 to $1.41 citing rising costs of materials—royalties, etc. to the U.K. Government's Price Control Board. In Germany, a single costs over $2.50, L.P.'s and classical records are generally also going up by 15% - 20%.

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Quadrasonic Sound Likely to be Offered for 1975 Models by All US Makers

If the Wurlitzer Company had stayed in the Juke Box manufacturing business it would have been the first out with four channel or quadrasonic sound. Last autumn, nearly a year ago it released news of a four channel version of its Americana 3800 Model. Apparently this was to have cost some additional $350.00 over the regular stereo model Americana. But by then, Wurlitzer was already thinking about giving up Juke Box making, which it did this past spring so its four channel model really never came onto the market. Nevertheless, Wurlitzer engineers did paint the way to the future.

It seems that the remaining three American Manufacturers will all have four channel sound Juke Boxes to offer Operators later this year when the 1975 models come out. Two systems SQ or QS are known to be probable and there is no indication so far that all makers will go for the same system. However, all will be compatible with stereo which is just as well considering the relative small amount of four channel records available and as yet little or nothing has been done in producing four channel single records. That's a situation which will have to change drastically if 4 channel Juke Boxes are to mean anything. It's also liable to mean even more costly records and most certainly, higher Juke Box prices because additional electronic components will have to be incorporated and further sets of speakers. All of this is going to cost more and outside the Juke Box extra speakers are also liable to have to be used in order to get the full benefit of four channel sound. This is guaranteed not to help with location problems despite the promise of a better sound. Already the U.S. equipment makers are beginning to push for 25c single play and they will certainly be urging it for the four channel music their new boxes can provide.

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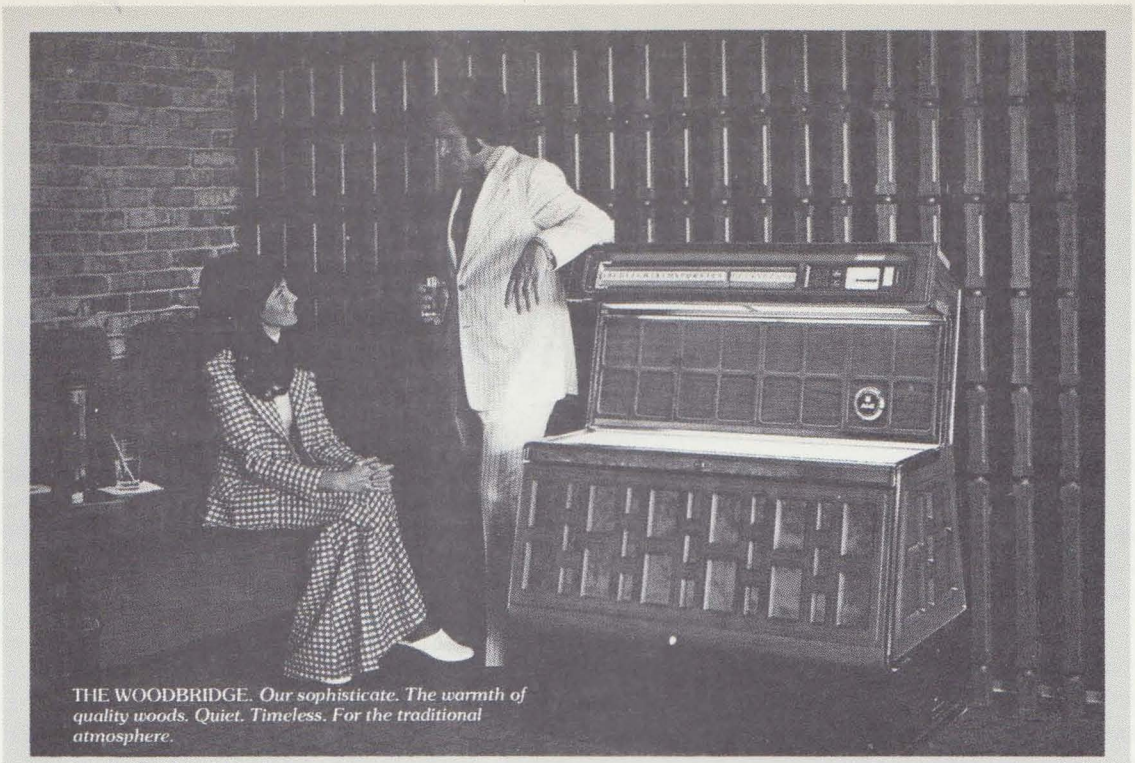
Record Makers Performance Royalty Demands Could Cost Juke Box Operators Money

Juke Box Operators, the largest single customer group for single 45 RPM records in North America, have frequently been at odds with the manufacturing industry which supplies them with records. Over the years there have been large numbers of Operators' complaints in respect of quality, length, materials, price and service. Now it is quite apparent that there is another "bone of contention" between Juke Box Operators and record makers. This refers to something which will put money into manufacturers' pockets and take it out of Operators' pockets. The two are on "opposite sides of the fence" as far as new American Royalty proposals are concerned.

Apart from mechanical Royalties, so much per tune, Juke Box Operators have paid nothing for the tunes and performers their gramaphones purvey to the public for cash. Quite naturally Juke Box people are quite happy to see things remain as they are and have always been. On the other hand, record makers want more money and see a performing right covering companies as a way to get it out of any new Royalty legislation passed. Their association, the Record Industries Association of America, is consequently strongly lobbying in Washington and at every political level for a performance Royalty. If this is effective and a performance Royalty for records comes to pass then, Juke Box Operators will get hit by it and have to pay fees for every record they play. And this would come atop recent record price increases which have put retail prices for singles up to $1.35.



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More Information on Music, Games and Amusements Getting to the Public

Public relations is beginning to occupy more and more members of the North American Music, Games and Amusement Industry. As a result, one sees more articles in newspapers and magazines and on T.V. both in the U.S. and Canada. Within the last year or so, a long article on pinball games appeared in "Playboy" magazine, another quite recently in the weekend section of the "Toronto Star". Of course, there's been a lot of coverage of court cases involving Pinball Games in Canada especially those of late 1973 in Ottawa where the court came down on the side of Games Operators and their Pinball Games and this spring's police "raid" on a large tournament in Kitchener-Waterloo. As a result of the latter, countrywide coverage by the various news media occurred and more and more Canadians have become acquainted with Pinball Games which on T.V. screens don't appear the "machines of the Devil"—Ontario's legal people and Ottawa Governments by their police and court actions seem to suggest they are.

In the U.S. where Operators of Music, Games and Amusements are, unlike their opposite numbers in Canada well organized, a strong P.R. campaign is carried out on their behalf at many levels of American Society. There, the Operators' Association, the M.O.A. has plugged the recreational and leisure time value of Juke Boxes from Congressmen down through City Councils and the General Public. It has issued P.R. kits to its members, advised them to get involved in community life in their own towns and told them how to go about it. Though P.R. of any kind is more often than not a reaction rather than an innovation and this is certainly true in the case of this business, it starts off a whole chain of P.R. In other words, many businesses go quietly about their own affairs until some event occurs which has an adverse effect upon them then they no longer stay quiet but rise up in defense of their product or their own firm so that at least it "smells sweet" to their customers and the public, even if similar products or firms aren't. This is reaction P.R. Innovative P.R. or selling P.R. is closer akin to the self advertising put out by Agencies to news media in favour of products, people, institutions. It's the press release on a starlet who wants to make it big in films or on the stage "Miss X has a 29" waist, 34" hips and a 52" bust, no silicone, all white meat atop the bones" —that's called image making and admittedly Miss X has some image to make.

P.R., apart from a selling tool also acts from a reaction event into a continuing "look I'm a good chap" sort of running commentary on an individual product, business or institution. This is image making — establishing creditability so that when the next "Watergate" comes along you or your firm look too honest to be involved. Image making is also a selling tool, e.g. the Bank of Montreal's grey haired "sincere" looking man who tells you on T.V. that the Bank will loan you money, it wants to help you." Like hell it does — it wants the profit it can make out of you but the Scrooge image isn't one it wants to put over but that of the benevolent, sincere, honest, I-could-never-deceive-you-look."

That's image making and using. And, apparently it works, people being what they are and can't be bothered to do much thinking. The good image, the well known business or group of businesses exert much more influence and "blackmailing" power over politicians and city fathers than do the "wallflower" organizations. There seems at long last to be some recognition of these facts amongst Canadian Operators and there needs to be with the Government and official "persecution" Canadian Games Operators have been running into recently.

* According to the gossip column of Toronto's Sunday Sun, Artist Harold Town got a pinball machine for his 50th birthday early in June.

New Furniture Styled Juke Boxes Can Replace Background Systems to Provide New Locations for Ops.

Juke Boxes are good alternative sources of music for the type of location which has traditionally looked to a background system or an outside source such as Musak or one or another of the radio or wire pipe-in systems. All these cost the proprietor of a business such as a restaurant, or lounge, or tavern, good money yet. all they contribute back is music for the enjoyment of customers.

This is something the Juke Box can do equally well but, instead of being a charge upon the business it becomes a contributor to its profitability. Moreover, by contracting with an Operator the location owner puts out not one cent in investment of equipment. And that makes the replacementof background music by a Juke Box a pretty nice proposition for the proprietor of any business.

In the past, by their very appearances, Juke Boxes did not commend themselves to many locations particularly those of the plushier type where the admittedly garish exteriors of then extant Juke Boxes did fit in with either decor or customers. For some years now there have been available to the North American market coin-operated gramaphones styled in the manner of fine furniture and giving forth sound of extremely high quality. Therefore, the old objections to the Juke Box no longer exist in respect of high class locations.

And, with the versatility of programming which can be set up on modern coin-operated gramaphones, the location can, at its choice, play the music it wants at the same time giving its customers the choice of the music they want when they want it.

Canadians Remain Big Buyers of U.S. Coin Machines Nearly $1.00 Out of Every $10.00 in Export Sales Comes From Canada

Canada still remains among the best customers for the products of American Coin Machine manufacturers. In fact, it is far and away the biggest buyer of U.S. made Vending machines, taking over 50% more than Japan, the next highest. This refers to dollar volume of sales; in numbers of machines it takes over twice as many. Canadians spend $1.00 out of every three the U.S. earns in foreign sales of Vending machines.

Canada purchased some 3,700 Juke Boxes from the U.S. in 1973, standing 3rd in unit sales amongst America's foreign buyers—though 6th in dollar volume. Only West Germany and Japan took more machines. Canada was also in seventh place as a buyer of Games and Amusements from the U.S. The U.K., Belgium, Japan, Germany, France and Switzerland bought more in that year. This Canadian business was worth nearly 11½ millions of dollars to U.S. makers in 1973 out of their total sales of under $120,000.00 or approximately 9½% of the total. This is, indeed, good business coming from a country of only 22,000,000 people or about a fifth of that of Japan and a third of West Germany or about 40% of that of France or Britain.

More on U.S. Copyright Laws

The question of Revision of U.S. copyright laws dating back to 1909 continues as different groups of U.S. legislators "play about" with it projecting their own ideas of what should or should not be in it. As far as Juke Box Operators are concerned the latest proposal, one originating in the Commerce Committee of the Senate is favourable to them. It continues the $8.00 per box per year fee put forward by the M.O.A. some years ago but it cuts any periodical revue of this amount or appeals for more by various parties; in effect, the $8.00 fee is made a fixed statutory rate not liable to change; of the $8.00 - $7.00 would go to publishers and composers and $1.00 to record makers and artists. In another proposal made by Senator "Watergate Sam" Erwin, artists and record makers who have been pushing for a cut of Royalties would be denied anything as they traditionally have been making their fat incomes from the records and tapes they make and sell.

L.P. Used in Juke Boxes to Break In Customers to 25c Single Play

After being generally much slower than Canadian Operators to up their prices, many American Operators are now doing so and going for 25c play, some it seems are even using little L.P.s; the idea being to give the customer a lengthy piece of music for his 25c initially, once people have become used to putting 25c pieces into Juke Boxes for a single play it is reckoned they can be readily cut down to the short play time of singles. In other words, the longer little L.P.'s are to serve as breakers-in of the public for straight 25c play.

U.K. Record Industry More or Less Back to Normal

Vinyl Shortages Apt to Cause Price Rises

With the recent change in Governments in England from Conservative to Labour and the consequent getting back to work of that country's miners, the record industry has quickly recovered. The almost immediate result of Prime Minister Wilson winning the election was the going back to work of the miners and the rapid improvement in the erstwhile energy shortage. That meant the return to the full five-day working week from the compulsory shortlived 3-day week and an immediate rise in record production.

During the period of restricted production, record makers for the most part managed, by one means or another, to get by and survive; some by going to diesel electric power, others by importing from Canada, the U.S. and Europe; all by cutting back and sticking to well established artists and really popular selections.

But, now that the energy shortage is over, many aspects of the cutbacks remain. Record makers are still playing it very cautiously and sticking to the certain sellers among artists and selections; they are not splurging on new talent.

The reason for this is, of course, the vinyl situation — its shortage and its price. The consensus of opinion is that as a result — record price will have to go up.

THE STRONG CONCERTED VOICE OF COIN MEN WILL INFLUENCE LAWMAKERS TO CONSIDER THEIR INTERESTS

At a time when Canadian Games Operators are experiencing a great deal of attention from Government authorities and agencies, it's interesting to see what American coin machine compatriots do when confronted with Governmental action which stands to be detrimental to their interests. The point in case is the long past and continuing efforts to get new laws in respect of Royalties passed.

Some years ago the Music Operators in the U.S., when they saw the trends of new Royalty legislation, agreed that they would pay $8.00 per machine per year. This would go to authors and publishers of music as originally proposed. Since then, lobbyists have prevailed upon American legislators to increase the yearly fee on Juke Boxes, impose a small 50c licensing fee on them and pass over some of the Royalties to recording artists and Record Manufacturers. Everything, except the original $8 box/year, the Juke Box Operators opposed, including a provision to periodically review and revise the $8.00 agreed fee.

Lately U.S. Operators under the direction of their Association, the Music Operators of America, have begun besieging Senators, favourable to their cause, with letters and telegrams stating their objections to new proposals to which they had not agreed. These massive "paper" demonstrations apparently do make politicians sit up, take notice and consider from whence come their votes and support.

In Canada, particularly in the case of the coinage change, some four years back, the Coin Machine Operators of Canada, through the Canadian Automatic Merchandising Association, showed that here also, the concerted strong voice is effective in curbing or altering detrimental legislation and generally in getting a better deal.

British Developments Promise Quieter Static Free Records

Have you ever wondered why, with the greatest of care your records at home or in your Juke Boxes still go snap, crackle and pop? Ever wondered why odd noises still come out of brand new records? Very probably it's the result of static electricity affecting records during manufacture. It's been a bother ever since records were first produced and no one has yet been able to get rid of it. Now, however, there's hope that new manufacturing techniques developed in England by 3M and EMI (Capital Records) at the latter's Hayes, Middlesex (London) plant may have the answer to the crackle of static electricity on records. Improved plant procedures at Hayes plus a 3M device which draws the static charges in dust in the air are said to make for very much quieter records and, that's all to the good for the quality of Juke Box sound.

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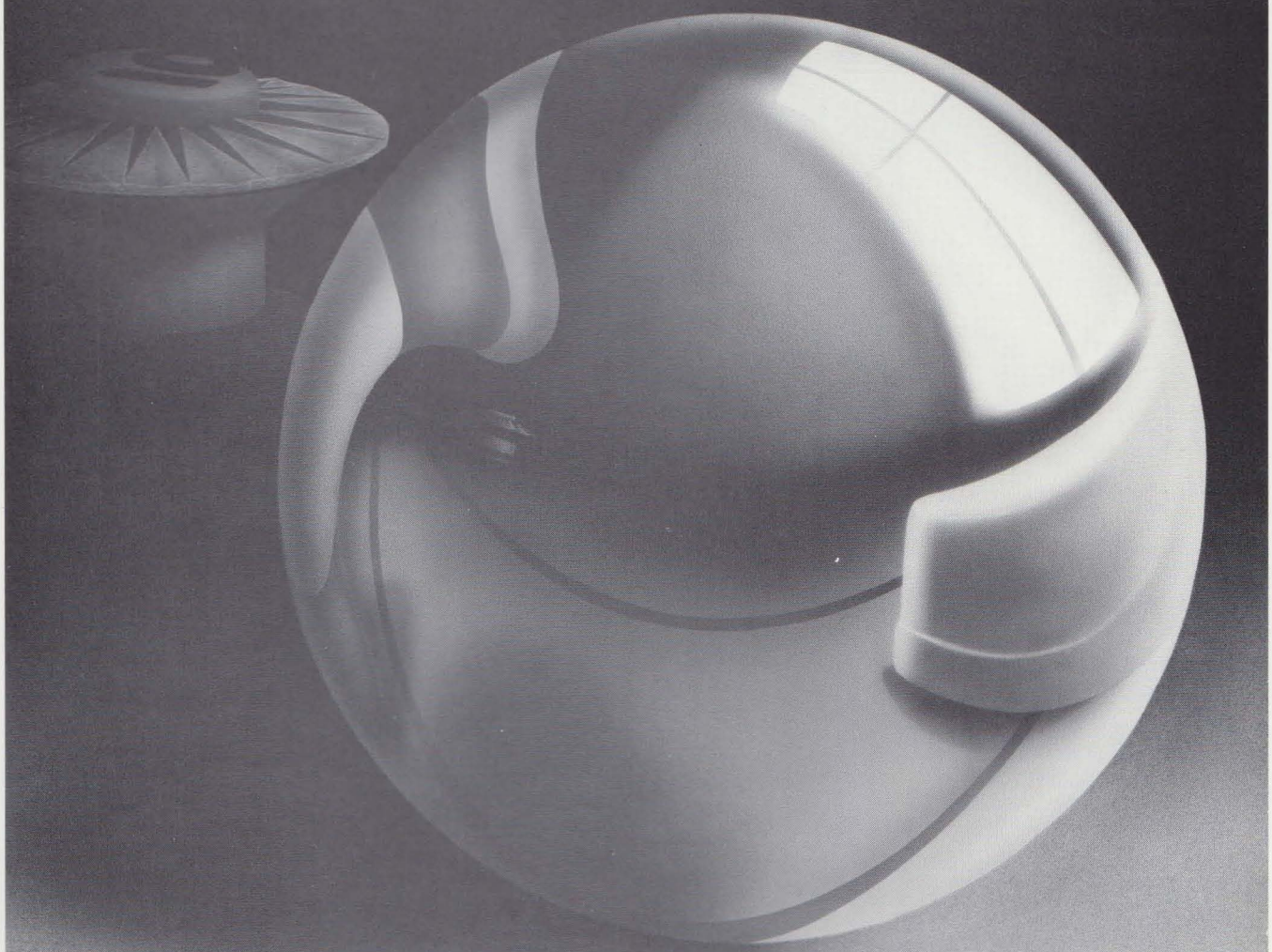

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